

SKYLIGHT COMPANY CONNECTS WITH NEW CUSTOMERS

ABOUT LESLIE SKYLIGHTS. Located in Oceanside, California, Leslie Skylights is a full service supplier of custom skylights, standard skylight units, and structural systems. The company emphasizes a modern, forward-thinking business approach. Its computer-assisted drafting capabilities enable Leslie Skylights to quickly produce designs, details, and changes with three-dimensional depiction, and the company works with architects, general contractors, subcontractors, and business owners to develop and produce the finest quality skylights and products available. Leslie Skylights has nine employees and all of its welders are American Welding Society (AWS) certified.

THE CHALLENGE. Leslie Skylights was struggling to rebound in sales after the economic downturn. The company was losing market share to larger competitors with more resources, and their competitors had better overall penetration in the market. The company saw minor increases in revenue as the market improved, but was limited by its seasonal schedule and wanted to accelerate sales growth. It needed to develop a stronger marketing plan to appeal to new and existing customers and ensure a steadier flow of sales. Company leaders reached out to the California Manufacturing Technology Consulting (CMTC), part of the MEP National Network™, for assistance in developing an organized marketing strategy.

MEP CENTER'S ROLE. After evaluating the company's sales levels and marketing plan, CMTC organized structured marketing and sales planning sessions with the Leslie Skylights management team to analyze their competitive threats and outline specific areas for improvement. The team collaborated to revamp their key marketing messages. Next, they focused on reworking the company's marketing channels, including the website, social media sites, and sales collateral. They incorporated more recent pictures of their work and testimonials and developed additional interactive tools to increase brand awareness and connect with new prospects. The company launched an updated newsletter highlighting important issues within the architect and contractor community, and created guides for architects on custom-skylight-related challenges to demonstrate their expertise.

The engagement helped Leslie Skylights to successfully implement a more strategic marketing plan. The company created a marketing calendar to ensure consistent marketing activity, the its efforts increased sales and generated a consistent pipeline of leads throughout the year. The increase in revenue enabled the company to invest in an additional staff member as well as new equipment and processes.

"Improving our marketing strategy was imperative to achieving profitable growth. With CMTC's assistance, we were able to connect with new customers and achieve \$200,000 in increased sales."

-Larry Niggli, Owner

RESULTS



Increased sales of **\$200,000**



Retained sales of **\$50,000**



7 jobs created/retained



\$13,000 in capital investments

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